

GEORGE J. SCHOEFFEL, junior partner, was born at Rochester, N. Y., in 1852; came to Milwaukee in 1862; is the business manager and unmarried; commenced life as train news boy. He associated with Mr. Seifert in 1873, assuming the management of the house, and although a boy at that time, he has succeeded in establishing a business of which citizens of Milwaukee may justly feel proud.

Milwaukee Art Emporium.—This establishment has existed since 1872. It does an extensive and exclusive business in oil paintings, engravings, etchings, chromos, and all other descriptions of artistic work in the line of drawings, paintings, or other picture work. It also deals largely in artists' supplies and stock, being the central depot for artists and lovers of fine art in the city. The large rooms are hung with art specimens of merit, and make up, from the stock constantly carried, an art gallery of rare merit. The present rooms are at No. 119 Wisconsin street.

P. T. POPOSKEY, proprietor of the above house, and its founder, is a native of Poland, where he was born in 1844. He emigrated to America with his parents. He arrived in New York City in 1848, where he spent his youth, receiving his education as an art connoisseur in that city in the employ of William Shous, a dealer well known to the art trade throughout the country. He first came West to Chicago in 1858, where he entered the employ of Martin O'Brien, and later became the managing salesman in the great art establishment of R. B. Applebee, then located at Nos. 109 and 111 Wabash avenue. The house while Mr. Poposkey was in charge, employed 385 men; its average daily sales amounting to \$1,700. On the destruction of this house which occurred in the great Chicago fire in 1871, his store being first located at No. 124 Grand avenue, and accordingly started in a modest way in 1872, his store being first located at No. 124 Grand avenue, where he remained, doing an increasing and popular trade till May, 1879, at which time he moved into his present elegant quarters at No. 119 Wisconsin street. Through Mr. Poposkey's long experience and education in this line of business, he has done much to develop and refine the aesthetic taste of Milwaukee. He carries now a fine stock, amounting to upwards of \$10,000, and sells some \$1,500 per month. Mr. Poposkey has been twice married. He married his first wife in Milwaukee in 1866. They had two children: Lucy, now aged ten years, and Archie, aged five and one-half years. He married his present wife in Milwaukee, October 6, 1877. Her maiden name was Miss Rettie I. Meigs. Her parents are residents of Elkhorn, Wis. She herself is an art student, well known in the art circles of the city.

HUGO VON BROICH, photographic artist, was born in the Rhine Province, the 9th of April, 1831. He received his education in the Gymnasium of his native city, and served as an officer in the Prussian army from 1849 to 1856. He sailed for America in October, 1856, and in December of the same year settled in Milwaukee. Having devoted some time to the study of painting for his own amusement in Prussia, he became employed by Mr. Seely, January 1, 1857, as photographic painter, and with him soon learned to be a practical photographer. In 1858 he opened a photographic studio of his own on the corner of Third and Chestnut streets, where he practiced his professional art till 1870, when he removed to his present location, Nos. 116 and 118 Grand avenue. He does work in all branches of the art.

W. H. SHERMAN, photographic artist, No. 385 Broadway, was born at Lunenburg, Essex County, Vermont, in 1821. He first studied photography in the laboratory of Hamilton College, at Clinton, N. Y., where he opened his first studio in 1847. At this time the silver plate was employed to receive the impress of the image in the camera, and was transformed through the necromancy of light and chemistry into the beautiful daguerreotype which has never been—if it ever shall be—surpassed in perfection and delicacy of delineation and exquisite blending of light and shade. These gems of a lost art remain only as mementoes of the past. Afterwards Mr. Sherman removed to Erie, Pa., where he continued the practice of this art until 1855, when he emigrated West and settled at Beloit. In 1860 he came to Milwaukee and opened a studio at No. 385 Broadway, then No. 231 Main street. The great fire of that year and subsequent rebuilding furnished him an opportunity to supervise a better suite of rooms on Wisconsin street, which he occupied from the Fall of that year until the Summer of 1864, when he returned to his present location, which he refitted and enlarged, furnishing the studio with the largest light in the State. Within ten years of the date of his first sitting in Milwaukee, the number of his negatives had reached 20,000, at about which figure they remain, by replacing old plates which are destroyed with new ones. Among his collection are negatives of many distinguished men who have passed away, among whom may be mentioned Bayard Taylor, Artemus Ward, Horace Greeley, Carson Brownlow, General Rufus King, Dr. Wolcott, Chief Justice Ryan, and the lamented Matt H. Carpenter; and of the living many whom he first portrayed as smiling infants, have since brought their own children for the same pleasing purpose. He has for several years been engaged in making a collection of negatives of reproductions from the works of the old masters for the use of students of art, which he purposes to make the most complete and extensive of the kind in this country. In furtherance of this design, the best